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When Consumer Involvement Matters: The Effects of Interactive Music on Consumer Experience and Purchase Intention

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Keywords: *interactive music, interactivity, consumer involvement, consumer experience, purchase intention, e-commerce, The Dual-Process Model of Interactivity Effects*

EXTENDED ABSTRACT

Research Question

The current study discusses how the adoption of interactive music, as an innovative user interface technique, to e-commerce website design can influence consumer experience and purchase intention. Interactive music refers to a category of audio media where specific user actions lead to alteration in various aspects of music, including tempo, mode, texture, and volume (Winkler, 2001). The effects of interactive music on online consumer behavior can be attributed to both the music and interactivity component. On one hand, music serves as an atmospheric cue to create a more pleasant shopping environment, leading to positive attitudinal and behavioral responses of consumers. On the other hand, former literature suggested interactivity can elicit distinct effects on consumers under high- and low-involvement conditions, depending on whether interactivity serves as a peripheral cue or as a factor that raises the level of elaboration (Liu and Shrum, 2009). Therefore, the current study developed a research interest in the effects of interactive music on (1) consumer experience, as a hedonic attribute, and (2) purchase intention, as a high-elaboration variable. Specifically, as high-involvement consumers are known to pursue a higher extent of shopping enjoyment (Lee and Chang, 2011; Kim et al., 2007) and involve in a higher extent of information processing (Chang and Wildt, 1994; Park et al., 2007), the facilitating effects of interactive music is likely to result in more positive effects on high-involvement consumers. Thus, we propose the following hypotheses for the present study:

H1: For low-involvement consumers, the presence of static background music on the e-commerce website will lead to positive effects on consumer experience (H1a) and purchase intention (H1b).

H2: For high-involvement consumers, the application of interaction music on the e-commerce website will lead to positive effects on consumer experience (H2a) and purchase intention (H2b).

Method and Data

The current study constructed a stimulus e-commerce website to conduct a single-factor experiment with three conditions (the condition with interactive music, the condition with static background music, and the control condition without background music). Specifically, soundtrack layering, a format of interactive music which allows users to layer additional beats and melody to the original soundtrack, (Fraser and Bradford, 2013), is applied to compose the interactive music condition. Self-reported questionnaires collected data from N = 251 respondents. Measurements in the current experiment include: a manipulation check measuring participants' *perceived interactivity*, *consumer involvement* measured by the Personal Involvement Scales by Zaichkowsky (1985), *consumer experience* measured by twelve scales (good, happy, exciting, satisfying, pleasurable, engaging, relaxing, refreshing, delightful, wonderful, unique, and memorable) (Chang, Cheung, and Lai, 2005), and *purchase intention* measured by four items asking participants to fill in

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Interactive Effects of Goal-Setting and Reward in Crowdfunding of Technological Innovation

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Keywords: *crowdfunding, reward, technological innovation, goal*

Description: *Goal setting and its interaction with reward organization affect the success of crowdfunding projects.*

EXTENDED ABSTRACT

Research Question

- To which extent does project goal directly affect funding success?
- To which extent does pledge amount mediate the relationship between project goal and funding success?
- To which extent the number of total rewards moderate the main effects?
- To which extent does the number of reward levels moderate the moderation effects?

Method and Data

The authors collected data of 674 technological innovation projects from kickstarter.com. They conducted intensive coding work to examine both reward levels and the number of rewards in each crowdfunding project and the number of rewards within each reward level. In total, 134,492 rewards across 4,509 reward levels were recorded.

Summary of Findings

Project goal is found to be a double-edge sword—it positively affects funding success and meanwhile negatively affects such success via pledge amount. This creates a competitive mediation framework in this research.

Key Contributions

The effect of project goal has been explored. In addition, the moderation effect of total rewards has been examined. Total reward enhances the positive relationship between project goal and money pledged. Furthermore, reward level moderates the moderation effect of total rewards. These findings provide practical implications on the design of reward structure for crowdfunding projects.

References are available on request.

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